

# THE TIDE HAS TURNED

If you would have asked me 20 years back about the future of bicycle frames and the materials used to build them, I would've told you that titanium would be the main material used to build bicycles by the year 2000. It seemed that it was the perfect answer for the rider that wanted a smooth riding bike like a steel frame, and wanted the light-weight of aluminum or carbon fiber. The only drawback was the price. My thinking was that titanium would eventually drop in price and heavy steel frames would finally meet their match.

**TITANIUM** Well, something got in the way of that prediction. Steel got much stronger, and therefore, much lighter. Steel actually got so light, that we can build an S3 steel frame as light, or lighter than any titanium frame (unless we build a wet noodle ti frame), and it still comes in a lot less expensive. Titanium is so springy, that it is possible to build it lighter, but then the ride really suffers. For these reasons, we really saw no sense in offering titanium frames in the Rodriguez line-up.

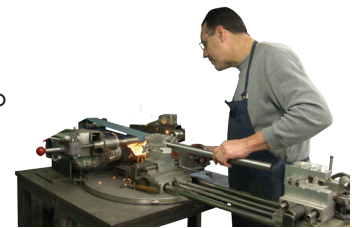


Some customers want titanium for other reasons than weight. Some people like the look of ti, or don't want to have to protect a paint job, and are willing to pay a bit more for that convenience. So, for 2012, R+E Cycles is proud to offer Rodriguez titanium custom frames.

A few winters ago Dan P. (our machinist) made all of the appropriate fittings for the welding equipment to enable ti welding. We've opened the frame shop for titanium frame repairs (yes, titanium breaks just like other bikes) and we've performed several ti frame repairs already on various brands of bikes.

Our ti frames are built with all of the attention to detail and precision that you've come to expect in a Rodriguez frame.

Titanium is an addition to our offerings, and won't replace any of the steel frames we make. So, if you're looking for extreme light weight, you'll still want to be looking over the Rodriguez S3 frames. But if you are looking for titanium, you can now come on over to R+E Cycles and have your ti frame built in Seattle with the care and attention to fit and service that we strive to achieve with every bicycle we make.



\$2,999 Custom ti frame with Alpha Q fork  
\$3,399 Custom ti frame, super-light, with Alpha Q fork  
\$6,999 Custom ti tandem frame w/custom fork  
S&S coupling travel option available as well. See Travel Page.

# PIECES AND PARTS

## Real Innovations

How many bike shops make their own parts? Not very many right? Well, at R+E Cycles, if our customers want it but it's not available, chances are we're going to start making it. Here are some of the products that we are currently producing right here in Seattle. Stop by and meet the folks who design and create these parts if you'd like.

**For more information on these products and many more that we make right here in Seattle, visit the 'Other Stuff We Make' section of our web site at [www.rodcycle.com](http://www.rodcycle.com)**

### The Bushnell Eccentric:

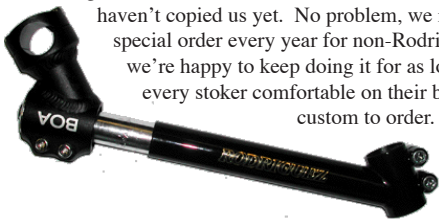
Dennis Bushnell, our head frame builder, is the designer of the Bushnell Eccentric bottom bracket chain adjuster. These handy little devices are now produced by the hundreds right here at R+E Cycles, and shipped all over the world. They have become a standard in the tandem and single-speed mountain bike industry, as well as the preferred device for adjusting chains on **Rohloff** equipped bicycles. We make them in 2 models that sell on our website, phone or at the store for \$125 and \$185.



### The Secret Stoker Stem:

I don't know why, but most tandem manufacturers supply stoker stems built around the Rube Goldberg principal. Why make something difficult when something simple will work much better, and provide many more options for it?

The Rodriguez Stoker stem for tandems is an item that we've been making for over a decade, and for some reason other companies haven't copied us yet. No problem, we make dozens of these special order every year for non-Rodriguez tandems, and we're happy to keep doing it for as long as it takes to get every stoker comfortable on their bike. We make them custom to order. They are available on our website, phone or at the store for \$199.



### The Kidback Child Tandem adapter:



Way back in the late 1970's we used to make something we called the Rodriguez Kidback. It consisted of a kit that allowed you to put a set of cranks up on the seat tube of a tandem to allow for a small child to ride in the stoker position.

We're pleased to announce that the Rodriguez Kidback is back in action at R+E Cycles, and it's better than ever! Like I said, if we need something, we can always make it. If you have, or know someone who has a tandem and would like to ride with kids

on the back, just send them our way and we'll get them set up. Rodriguez Kidback adapters are available on the website, over the phone or here at the store for \$295 or \$395 installed.



### Do you ride an Un-Cool Bike?

What do you do if the industry wants to ignore a large part of your customer base? I'm talking about tandem riders, loaded touring bike customers, and heavy commuters. The industry says, "Hey, these kind of bikes are boring, they can just ride what ever we build for the mountain bikes".

V-Brakes and heavy, noisy disc brakes have been pushed on us for too long, I say! That's why we've developed and now manufacture a brake specifically designed for these folks. To most companies, these bikes are boring and unexciting, but to us here at **R+E Cycles**, we love a challenge and every bike is cool to us!



If you're a commuter, tandem rider, or a long-haul touring rider, you should check out the only brake on the market specifically designed for you....the Trillium Big-Squeeze™ from R+E Cycles. The Big-Squeeze™ Cantilever brake is available on our website, by phone or at the store for \$125 (per wheel).

### AL 26 Derailleur Hanger:

Twenty years ago, a company called American manufacturing made some of the coolest mountain bikes around. They also made our Rodriguez AL26 tandems. The problem is that when they went out of business, the little tab that held the rear derailleur to the frame was no longer made.



We wanted to make sure that our customers could continue to ride those old bikes, so we now make the hangers ourselves. It's just as well because the old design didn't work for modern index shifting anyway. It's a 2-fer as you get a new hanger, but also a better one.

You'd think that all companies would want to keep making parts for their old bikes, but you'd be surprised (read my Chaos article on page 36).

The AL26 Derailleur Hanger is available on our website, phone or at the store for just \$35.

### U.F.O. Fender/Rack adapters:

Got an old school frame with no eyelets for fenders or racks? Now you can install fenders or racks on that classic steed without messing up that clean look! A pair of Rodriguez U.F.O. (Universal Fender Objects) will slide into that opening without getting in the way of your chain and have you fenderizing in no time. U.F.O. adapters are available by phone or at the store for just \$19.99 a pair.

